

WMM: Qualitative Market Research 101 - Part 9/12

How to decide if I should do quantitative or qualitative market research?

Deciding whether to conduct quantitative or qualitative market research depends on the research objectives, budget, and available resources. Here are some key factors to consider when deciding:

Research objective:

If the goal is to quantify the size of a market or measure specific characteristics of a population, such as demographics, then quantitative research is a good choice.

On the other hand, if the goal is to understand the attitudes, beliefs, or behaviors of a specific group, then qualitative research is a better option.

Time and budget:

Quantitative research typically takes more time and resources than qualitative research.

Research design:

It's important to consider the research design and the methodologies that would work best for your research question and objectives.

Sample size:

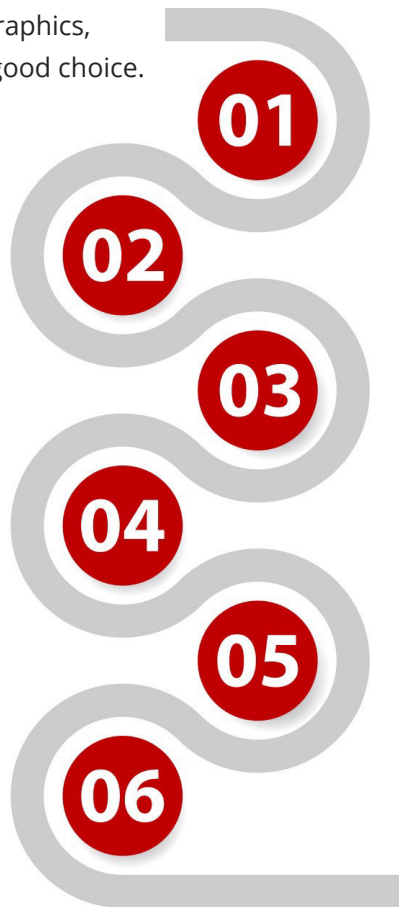
Quantitative research typically requires a larger sample size than qualitative research, as it is used to generalize a population.

Data analysis:

Quantitative research uses statistical analysis to identify patterns and relationships in the data, while qualitative research focuses on understanding the meaning and context behind the data.

Flexibility:

Qualitative research is more flexible and adaptable than quantitative research, it allows for adjustments to be made during the research process and to explore new ideas and insights as they arise.



Ultimately, the decision of whether to conduct quantitative or qualitative research will depend on the specific needs of the project, and it's important to consider the trade-offs and limitations of each approach before deciding. It's also possible to conduct a mixed-methods research that combines both quantitative and qualitative methods to get a comprehensive view of the research problem.